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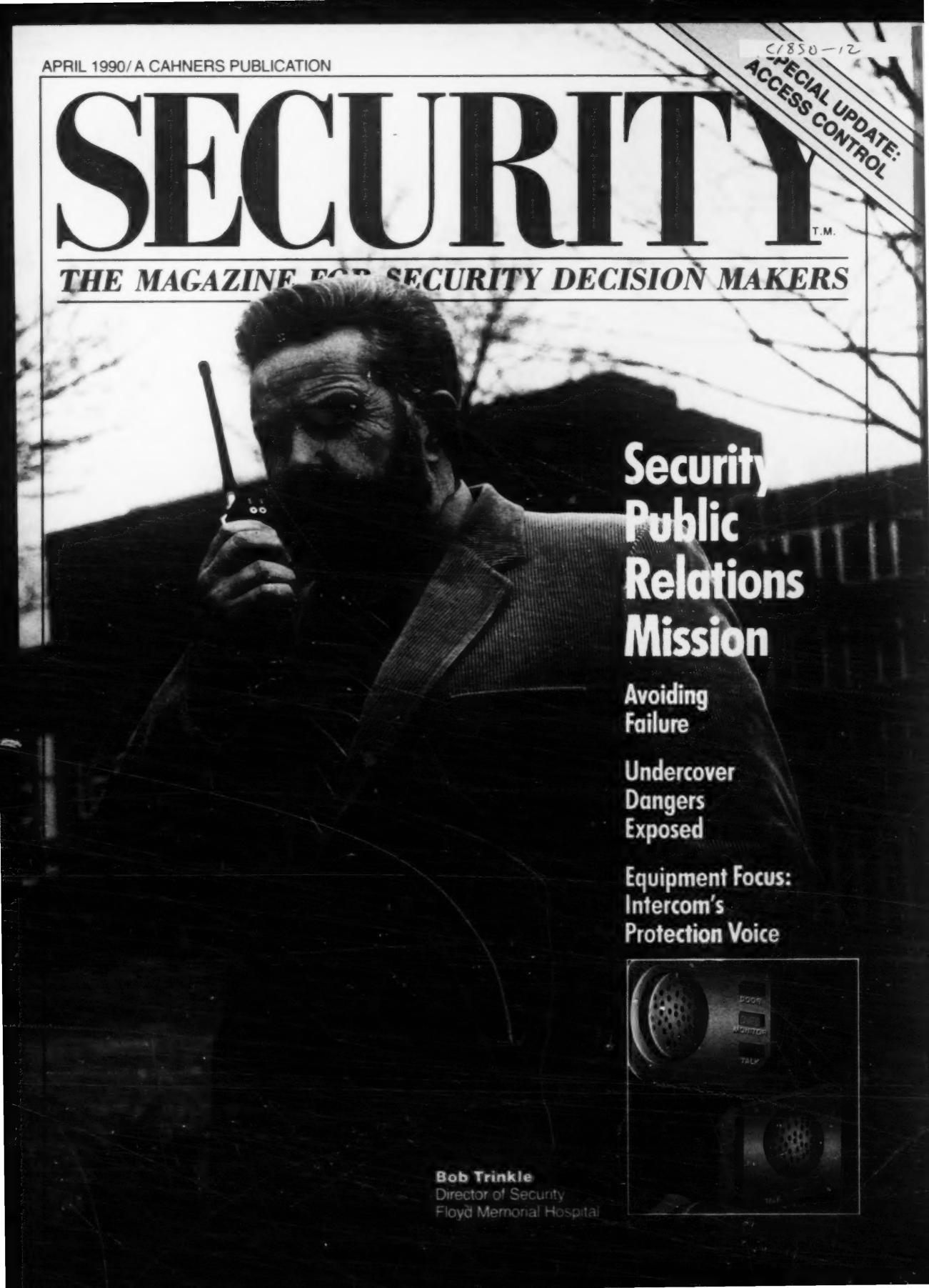
SPECIAL UPDATE: ACCESS CONTROL

# SECURITY T.M.

THE MAGAZINE FOR SECURITY DECISION MAKERS



## Security Public Relations Mission

## Avoiding Failure

## Undercover Dangers Exposed

## Equipment Focus: Intercom's Protection Voice




**Bob Trinkle**
Director of Security
Floyd Memorial Hospital

# SECURITY T.M.

*THE MAGAZINE FOR SECURITY DECISION MAKERS*

A CAHNERS PUBLICATION/VOLUME 27, NUMBER 4/APRIL 1990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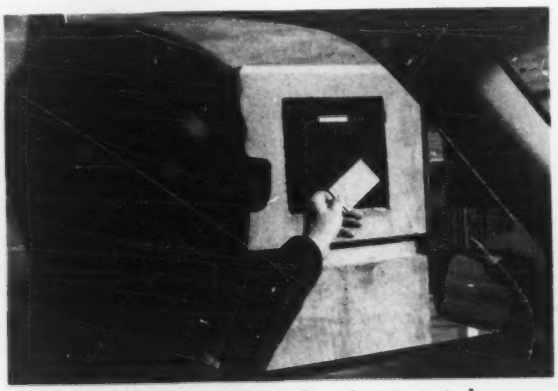

**Different solutions for different sites: Access control technology is available for any security need.**

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Bob Trinkle, director of security, Floyd Memorial Hospital, New Albany, Ind., puts public relations to work for security. (p. 24)

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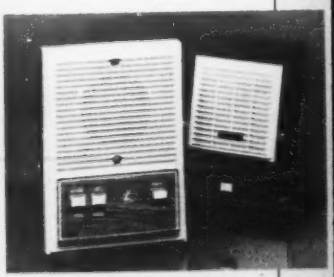

**From push button to video, intercom stands ready to help with access control. (p. 70)**


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# SECURITY INDICATORS

*Trends and forecasts for determining loss prevention needs.*

SECURITY SURVEY

## Covert Investigations: A 1990s Standard?

Sixty-nine percent of organizations conducted a covert investigation in the last year, says SECURITY's First Quarterly Telephone Survey.

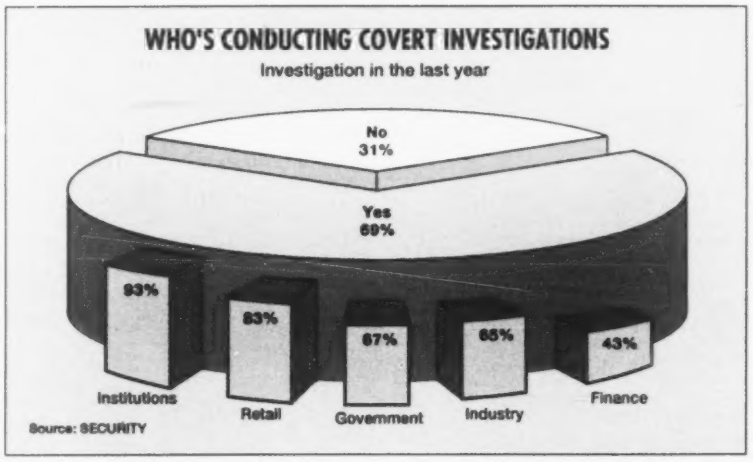
Covert investigations are most prevalent at institutions, where 93 percent conduct this type of investigation.

Investigations are most often conducted by the organizations, the survey says. Sixty-nine percent handle the investigations internally, 9 percent bring in an outside service firm and 22 percent use both internal staff and external services. Institutions are most likely to conduct an internal investigation, while financial organizations most often look to an outside service firm. See this month's SERVICES for more on this.

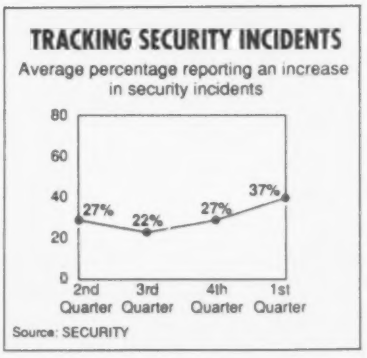
In other First Quarterly Telephone Survey news, just 4 percent of security decision makers experienced wire tapping or phone bugging in the last year.

Although wire tapping isn't a top concern, respondents continue to secure privacy within their organizations. An average 40 percent say their organizations have secure telephones. The government has the most secure telephones, at 59 percent.

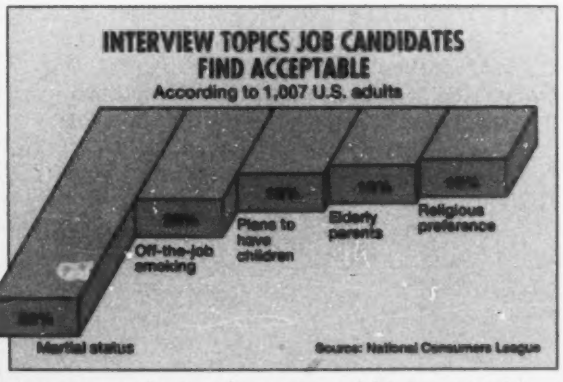
Security decision makers saw an increase in security incidents in the First quarter of 1990. SECURITY's quarterly tracking question, "Has the number of security incidents increased, decreased or remained the same over the past three months?" shows that an average 37 percent of respondents report an incident increase.




**A majority of organizations conducted a covert investigation in the past year.**




**First Quarter incidents increased.**




**As awareness about employee privacy rights increases, job candidates find fewer interview topics acceptable.**

EMPLOYMENT SCREENING

## Job Seekers Identify Taboo Interview Topics

When interviewed, the last thing applicants want to be asked are questions that do not relate to job performance, says a National Consumers League Survey of more than 1,000 American adults.

More than 50 percent of respondents say it's acceptable for a prospective employer to ask them about their marital status. But job seekers say interviewers don't have the right to ask questions about off-the-job smoking, plans to have children, religion or cohabitation. Job candidates' unwillingness to divulge personal information reflects the push for tougher privacy laws.

Regardless of what applicants find acceptable, 79 percent say they have been asked at least one question that many respondents believe employers have no right to ask (see chart).

COMPUTER CRIME

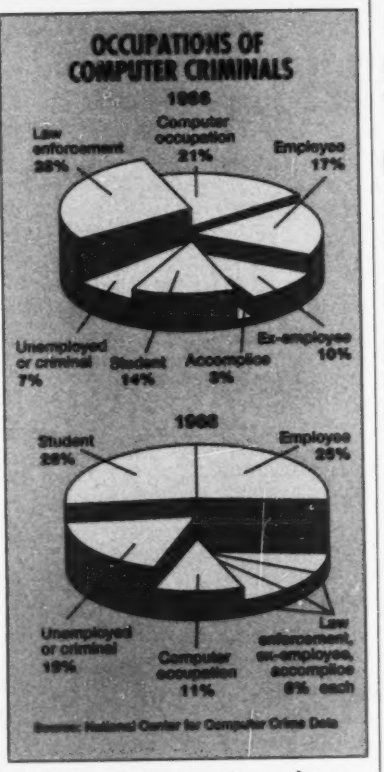
## Computer Criminals Evolve: Students, Employees Dominate

While law enforcement and people working in computer-related occupations committed nearly half of all computer crime in 1986, the National Center for Computer Crime Data reports 1988 saw a surge of computer crime by students, employees, the unemployed and criminals.

The increase in crime committed by non-computer personnel reflects the rise in computer literacy among the general population. Students and employees working outside data processing accounted for a combined 52 percent of computer crime in 1988; these groups committed 31 percent of computer crime in 1986.

Theft of services is the fastest-growing computer crime. Thirty-four percent of 1988 computer crime was due to theft of services, compared to 10 percent in 1986. Money theft is still in first place, but this type of incident dropped 9 percent in 1988. New to the computer crime list are harassment and extortion, tallying six combined incidents in 1988.

Commercial users, telecommunications and government lead as the most popular targets of computer crime. Bank incidents dropped 6 percent.




**Students and non-computer employees commit the majority of computer crimes.**

NEWS

## Security Wrap-Up: Drug Testing, Crime Trends

▶ Revenues from **drug abuse testing** will jump to $340 million this year, up 48 percent from 1989. Eight million people were tested for drugs in 1989. Thirteen million are expected to be tested in 1990.

▶ A recent Washington Post-ABC News Poll finds that 63 percent of Americans think the **crime** problem will get worse in the next 10 years. Sixteen percent expect the problem to improve.

▶ A National Lighting Bureau study says effective **lighting** can contribute to fewer security-related problems, reduced security costs, improved image, avoidance of legal problems, higher occupancy rates, less turnover and better morale.

▶ An identical twin with a criminal record, in contrast with a fraternal twin, is twice as likely to have a co-twin with a criminal record. Identical twins are also more similar than fraternal twins in the frequency of criminal behavior they admit to on anonymous questionnaires. And the more serious an offender a biological parent is, the greater the risk of criminality for his or her child, particularly in cases of property crime.

HOSPITAL SECURITY

## Overall Hospital Incidents Drop; Homicides Emerge

Hospital arson, armed robbery, kidnapping and assault incidents declined by more than 50 percent between 1986 and 1987, according to an International Association for Hospital Security (IAHS) survey.

IAHS statistics show that assaults, the most prevalent hospital security incident, dropped from 2,118 in 1986 to 988 in 1987. Homicide and theft, however, increased in 1987; there were four homicides in 1987, as opposed to zero in 1986.

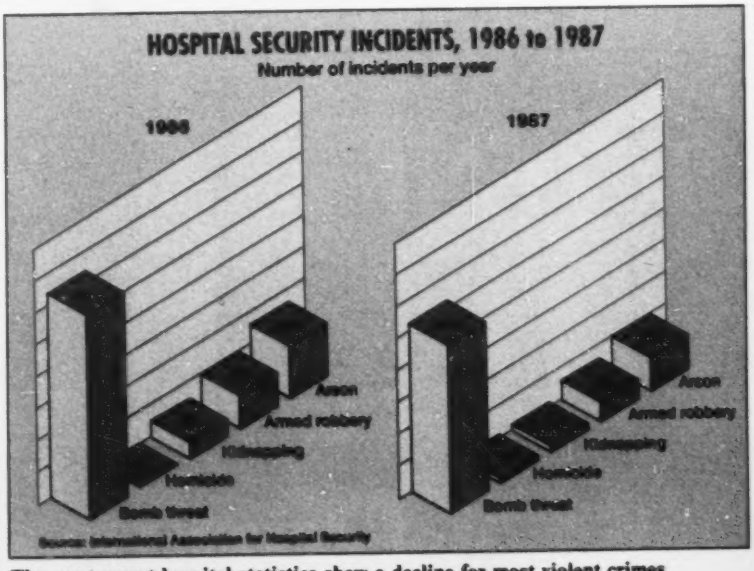
Theft incidents per hospital increased from an average of 51 in 1986 to 66 in 1987. Average dollar loss due to theft incidents increased from $17,500 in 1986 to $21,934 in 1987.

Security-related lawsuits against hospitals in 1987 most frequently alleged an inadequate number of security personnel or inadequate training.

The frequency and types of crime among inner-city, urban and rural hospitals are similar, the studies show.

Tom Kramer, past IAHS president and director of security at Henry Ford Hospital, Detroit, says hospital crime statistics are affected by mergers, networking, hospital closings and the high percentage of unreported incidents.

"A lot of hospitals really don't want to share this type of information," Kramer tells SECURITY. "Kidnapping, especially, may go unreported due to the sensitivity of the issue."




**The most recent hospital statistics show a decline for most violent crimes.**

# ISSUES

*Insight and opinion on vital issues that shape security.*

## EQUIPMENT

## The Japanese Influence on CCTV

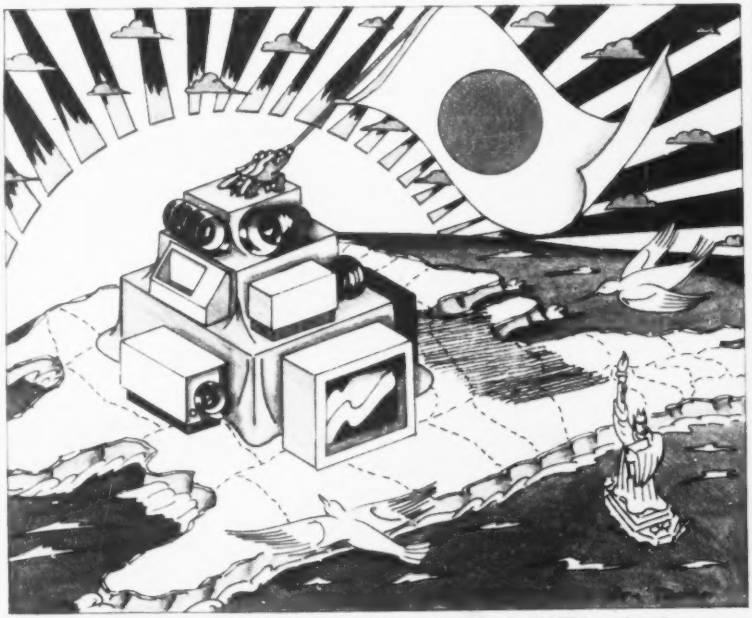
*By Joseph H. Olmstead Jr.*

Unlike the burglar alarm marketplace, the Japanese have a heavy influence on the direction the video security marketplace is taking.

Ten of the top suppliers of cameras and monitors in the United States are Burle, Panasonic, Sony, Sanyo, Toshiba, Ikegami, Hitachi, Mitsubishi, JVC and Koyo. Burle is the only U.S. manufacturing company on this list.

Why are the Japanese such a dominant force? The answer is obvious when you consider they are among the leaders in both consumer and professional video product design and manufacturing. Therefore, the U.S. CCTV marketplace is the industrial extension of the other two.

Yet, is this bad for our video security industry? Not in this writer's opinion.



**Japanese video technology design has influenced the U.S. CCTV marketplace grow.**

### Changing Marketplace

The burglar alarm marketplace is somewhat stagnant these days. Savvy burglar alarm dealers are adding CCTV to their product offering. Traditional burglar alarm distributors often find that between 15 and 20 percent of their sales now come from CCTV products and accessories. And products from many of the Japanese companies listed above can be found on their shelves.

So what? The what is that there are CCTV products and accessories being designed and manufactured by dozens of American manufacturers as well. In other words, the Japanese have helped the U.S. CCTV marketplace grow dramatically over the past few years with sophisticated use of video technology and stylish packaging.

American video security product marketing companies and manufacturers are enjoying good growth today. Companies like Cohu, American Dynamics, Pelco and Robot Research, to name a few, gain market share each year.

The Japanese may dominate today but good old-fashioned American ingenuity and hard work are paying off. The picture is clear to me: The future of the U.S. CCTV industry is bright.

*Joseph H. Olmstead, Jr. is with the Security Industry Association, the premier security manufacturer's trade group and co-sponsor of the International Security Conferences. He is Vice President-Sales for Robot Research.*

## SERVICES

## A Bigger Market: Does It Mean More Security Influence?

*By Joseph P. Freeman*

Traditional security systems are solving more non-security problems than ever before. With security systems used for time and attendance, fuel management, job cost control and similar applications, will security lose control or will it gain influence?

You know the traditional notion of security: overhead expense to safeguard operations and limit exposure.

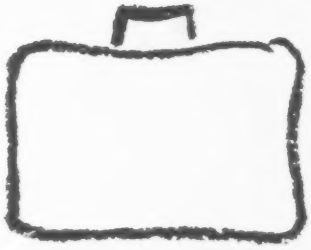
Traditional guard services and older photo-ID and intrusion systems tend to corroborate this concept. Things are changing in a significant way, however. Today's security decision maker, armed with a clear understanding of this change, is suddenly in a position to impact overall productivity.

Newer, computer-based card access, CCTV, photo-ID and biometric systems now offer both improved levels of security and the opportunity for you to demonstrate your creativity by introducing your organization to new operating controls.

### Expanding Opportunities

In 1988, for instance, our organization's research indicates that approximately 15 percent of all U.S. card access manufacturer revenues resulted from non-security uses of their products and systems. In 1980, it was 0 percent.

# Still debating over the best solution to your guard tour needs?



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# ISSUES

Such applications as time and attendance, fuel management, job cost control and quality assurance are now proving their value and are being evaluated by many organizations. These systems monitor specific activities, identify true costs and elevate quality. In the process, they often reduce total expenses as well.

Since many of those systems were purchased from card access companies known for their security expertise, security decision makers have at least some

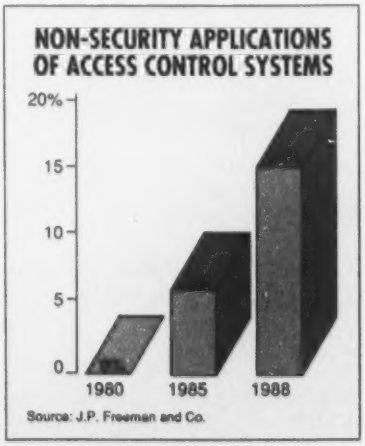
**Demonstrate creativity by introducing your organization to new operating controls.**

working knowledge of, if not influence over, the selection of a vendor. Thus, it is now possible for you to extend your assistance by providing expert advice about better controls, higher quality and reduced costs.

To the same degree you conduct an effective security survey, you may now make a contribution to an operations survey. How and when this is done depends on your role, influence and qualifications.

These non-security applications are no threat; rather they are an opportunity. It's your opportunity to be more than just security.

*Joseph P. Freeman is principal of J.P. Freeman and Co., Newtown, Conn. Services include market research, strategic planning, technology/product and organizational development, executive search and merger evaluation.*




**The trend is for access control to do more than security tasks.**

# SERVICES

*A guide to selecting and staying informed on security services.*

## Covert Investigations Uncover Inside Crime

*Rebecca D. Russell*
*Senior Editor*

White collar crime and drug trafficking top business' list of workplace woes. Managers — with security's help — look to contain these hot spots.

Increasingly, business turns to investigative services for help. Respected for handling background checks, investigative specialists can go where in-house security may not — among workers, to gather facts and evidence.

Security decision makers are more than ever directing covert investigations. Of SECURITY readers questioned in an exclusive national telephone survey, 69 percent conducted a covert investigation within their organization in the last year. It's likely this use of outside firms will increase because of in-house staff cuts and the inherent dangers in covert operations.

*"You want to know that when [the investigator] takes the stand, he is reputable," says Wayne Black.*

Of those conducting an investigation, 69 percent sent existing security staff undercover, while 22 percent used a combination of in-house and contract investigative personnel. However, only 9 percent hired a service to oversee the investigation.

Those who choose to go it alone risk losing impartiality, compromising secrecy and confidentiality and increasing internal liability.

"There is an element of risk," says W.R. McGraw, senior vice president, Guardsmark, Memphis, Tenn. "Employees may lack skills, then find themselves in dangerous situations."

It's important to know when an investigation is beyond what your department can handle. An investigative service can help clarify the problem says Don Walker, president, Business Risks International, Nashville, Tenn.

### When to Call in the Pros

"A lot of companies can't adequately identify their needs because they are too close to the problem or lack the expertise," Walker says.

Company auditors and legal counsel are not necessarily the most qualified to handle an investigation, suggests Andrew Doppelt, JD, CPP, chief executive officer, National Investigative Services Corp., Hinsdale, Ill. An auditor's check may reveal that a full in-house investigation would be too time consuming. It takes investigators less time and money to conduct a comparable investigation, he says.

Remember, too, that an outside investigator does not necessitate police involvement. "The investigation should culminate with discipline and corrective action, not arrest and prosecution. It's not a police case," says Eugene Ferraro, vice president, Krout & Schneider Inc., Los Angeles.

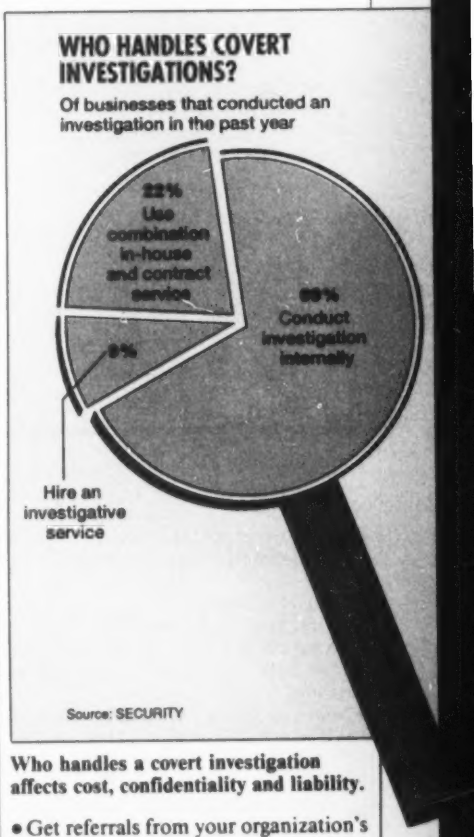
### Beyond the Yellow Pages

Choosing an investigative service requires more than opening the Yellow Pages and making a phone call.

"Not all investigators are created equal," says William A. Sharp., vice president, Fidelifacts, New York. "Anyone can become an investigator."

*"Your problem did not start overnight. A few days of planning will pay greater dividends," says Don Walker.*

When screening for a reputable investigator, consider these criteria.


WHO HANDLES COVERT INVESTIGATIONS?
Of businesses that conducted an investigation in the past year
22% Use combination in-house and contract service
69% Conduct investigation internally
9% Hire an investigative service
Source: SECURITY

**Who handles a covert investigation affects cost, confidentiality and liability.**

- Get referrals from your organization's legal counsel. Attorneys, especially labor counsel, should be included in all talks and negotiation.
- Take a close look at the company's upper management and staff. Look for experience among all investigators and supervisors. Find out what screening and training the organization uses as well.
- Does the organization have a national network of investigators and support services? Accessibility to information is helpful, says Sharp.
- Investigator credentials are important. In the event of prosecution, "you want to know that when he takes the stand, he is reputable," says Wayne Black, director of special investigations, Wackenhut Corp., Coral Gables, Fla.

Yet not all investigative companies want investigators to testify in court. If your organization intends to prose-

cute, clarify this issue in the written contract.
- Verify certificates of liability insurance and licensing.
- Look for membership in professional societies that relate to the case you need investigated.
- Get a statement of the investigator's intention of police involvement.
- In writing, look at a proposal of how the investigator plans to meet the investigation's objective and how it plans to provide return on investment.

*"Never give the investigator carte blanche. It will expose you to liability," says Andrew Doppelt.*

- References and reputation are always important clues to an organization's performance.
- Don't overlook that intangible, chemistry. Communication is critical.

**Manage for Success**

Once your organization has found a professional to work with, management finesse can help produce a successful outcome.
- Above all, plan your strategy. "Your problem did not start overnight," says Walker. "A few days of planning will pay greater dividends later."
- Delineating specific issues often determines the success of an investigation, he says. Make sure the company and investigator understand the problem, the scope, fees and legal issues of the case. Also make sure your organization's employees share adequate information to conduct the investigation.
- Set up a communication flow plan. Ferraro suggests identifying one primary contact, along with two others for backup — one of which could be the labor attorney.

"It's important to keep the number of people involved to a minimum," adds Ed McClain, president, Krout & Schneider. He warns that late additions to the decision making team could diminish the value of the investigation to the company, because they were not involved in previous discussions.
- Make sure both parties agree to a specified level of confidentiality, which can be written into a contract.
- Set time and cost goals for the project.

"Never give the investigator carte blanche. It will expose you to liability," Doppelt says. Scheduled status meetings allow decision makers to discuss case direction and funding.

Patricia Gallione, president, Gallione Security Services, New York City, says undercover investigations average 3 months. Talk with the service company to get costs for your specific case.

## What's Up in Covert Investigations

From investigative service companies, here's a look at undercover investigation trends.

"I think we're fat, dumb and happy right now as a country," says Wayne Black, director of special investigations, Wackenhut Corp., Coral Gables, Fla. He places information security at the top of the covert hit list, a major threat to most corporations. "There are more people going into companies and stealing information," he says.

Black also sees a growing relationship between security and human resources, as the two work together to initiate substance abuse investigations. At the same time, however, he does not see business increasing its use of pre-employment screening tools to decrease these threats.

Don Walker sees a "definite trend of more drug investigations." The president of Business Risks International, Nashville, Tenn., says the company tripled its volume of drug investigations in the last year. Investigations into white collar crime — including the use of computers to commit fraud — is also increasing, he says.

## SERVICE BRIEFINGS

▶ **Managers: Here's how to determine the take home pay for contract security officers.**

Peary Perry, president, Trinity Security Corp., Houston, Texas, says a good rule of thumb is that an officer is paid 62 to 66 percent of the base billing rate per hour. His example: If you are charged $8 per hour, the guard will be paid at a base starting salary of 62 percent of that figure, $4.96 per hour.

"The individuals who are being paid at this wage level need to be screened as thoroughly as possible," Perry says, "to prevent accidents or problems that may occur in the future, resulting from careless hiring and training procedures."

▶ **If transportation security is included in your department's task list,** training is available through the Federal Law Enforcement Training Center, Glynco, Ga. This facility's Cargo Theft Investigation Training Program was developed with input from the U.S. Customs Service, Federal Bureau of Investigation and the Bureau of Alcohol, Tobacco and Firearms.

Instruction addresses system solution. Qualified students receive information on the nature of the cargo theft problem; transportation of cargo by air, sea, land and rail; how to trace cargo documentation; plus case management and security methods, including equipment solutions. A 2½-day practical exercise is included.

FLETC offers Seaport Security/Anti-terrorism Training for seaport specialists. Practical exercises include a port visit where students conduct on-site, day and night assessments of security procedures and make recommendations.

For information about these programs contact Charlene Alentado, program specialist, Office of State and Local Training, FLETC, Glynco, Ga. 31524; or phone (912) 267-2345.

▶ **Studies guide now available.** The Information Resources Center of the American Society for Industrial Security (ASIS) has issued its second edition of *Guide to Security Industry Market Studies, 1986 to June 1989.*

The 60-page guide lists 128 U.S. and 32 non-U.S. (primarily western-European) market studies published between 1986 and June 1989 and still in print.

Studies cover the market for both security equipment and personnel (including salaries and wages) and some military equipment and new technology market studies. Also included in the publication are studies from related subjects such as fiber optics, fire control and drug abuse testing.

For ASIS members, the cost is $10; it's $22.50 for non-members, plus shipping. For ordering information contact: ASIS, Catalog Sales Dept., Suite 1200, 1655 N. Fort Myer Dr., Arlington, Va. 22209; phone (703) 522-5800.